RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

160 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

December 23, 1996

RJR Account #026040
Mr. F. Attea
M. ATTEA & BROS.

FEBRUARY DORAL B2G1F / PROMOTION #700046

Dear Frank:

DORAL B1G1F product has been ordered (see quantities listed below), as well as 15 skus of B2G1F sleeves (Item #520844) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

DORAL STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Light Kg	12300-23880	1
Full Flavor 100	12300-23882	1

Product / Premium Arrival: **January 20, 1997**

Ship Date to Retail: **Week of: January 27, 1997**

SKU CUBE: **1.3600**
SKU WT (w/o Product): **4.0000 lbs**
Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Savings Cartons**

EFT $ Amount: **$86.17**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/ksym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-1 free sleeves. Buy-1-Get-1-Free product should be placed into the sleeve and an additional 'Live' pack inserted with it. B1G1F product will be pre-banded.

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/ksym0000

WHOLESALER PACKING INSTRUCTIONS

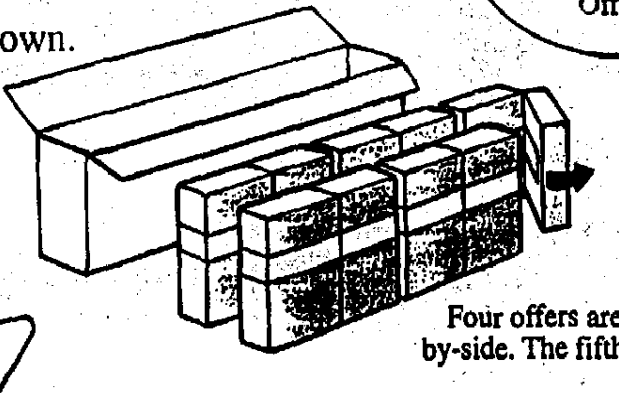
VALUE ADDED PROMOTIONS - 1ST QTR.'97

February / March DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

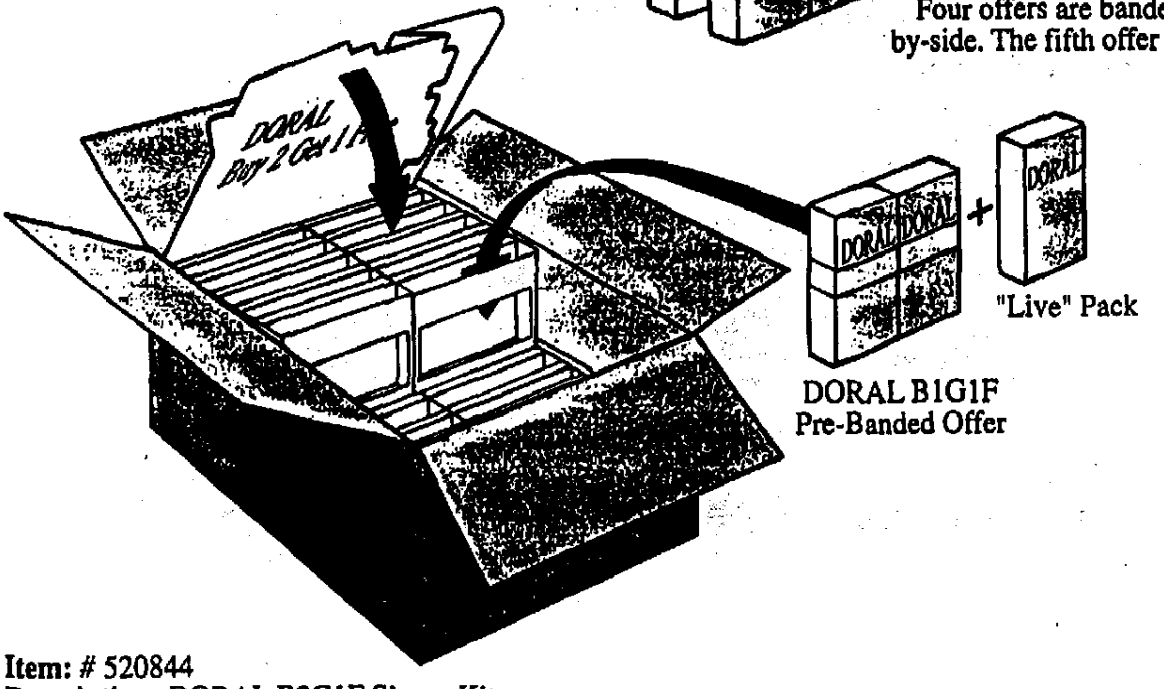
STEPS

1. Open DORAL B2G1F shipping case.
2. Place 1 B1G1F offer into each DORAL sleeve (each case contains 20 sleeves).
3. Add 1 "live" DORAL pack of same brand style to each sleeve.
4. Fold display header card down.
5. Close the case.
6. Ship to retailer.

Each white carton contains 5 Pre-banded 2 Pack "Buy-One-Get-One-Free" DORAL Offers.



Four offers are banded side-by-side. The fifth offer folds out.



"Live" Pack

DORAL B1G1F
Pre-Banded Offer

Item: # 520844
Description: DORAL B2G1F Sleeve Kit

Brand Style	FF 100 B1G1F	LT Kg B1GFF	X	FF 100 LIVE	LT Kg. LIVE	
Number of Cartons	2	2	X	1	1	

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Source: https://www.industrydocuments.ucsf.edu/docs/ksym0000

WHOLESALER : 026040 MILHEM ATTEA & BROS., INC. <DIRECT>
TEMPLATE : 700046 70200 DOR FEB B2G1F
TEMPLATE SEQ : 0002
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162601	162625	076920	DELAWARE VARIETY	569 DELAWARE AVE	BUFFALO	NY	14202	1					(716)882-5246
162601	162625	647757	G&G PETROLEUM	1543 NIAGARA ST.	BUFFALO	NY	14213	1					(716)882-8334
162601	162626	398853	MARIO'S	2304 PINE AVE	NIAGARA FALLS	NY	14301	1					(716)282-4391
162603	162623	397467	MERRY MART	6150 SENECA ST	SPRING BROOK	NY	14140	1				026040	(716)652-9587
162601		492594	BISHARA BROS.	1302 PIERCE AVE	NIAGARA FALLS	NY	14301	1					(716)282-9663
162602		562504	HHH DELI	262 COMSTOCK AVE	BUFFALO	NY	14215	1					(716)834-6945
162603	162625	397178	HARRY'S DELI	275 ABBOTT RD	BUFFALO	NY	14220	3	NYS				(716)823-3036
162603	162625	396910	SUPERIOR FOOD KING	1084 CLINTON ST	BUFFALO	NY	14206	1	NYS				(716)853-9280
162603	162629	764823	H.REESE MOBIL #08H1	3105 WILLIAM ST	CHEEKTOWAGA	NY	14227	1	NYS				(716)656-9186

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 11

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 11

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 01/29/97

ACCOUNT NUMBER: 026040
VOUCHER NUMBER: 15341687
DATE WRITTEN: 01/29/97
STATUS: PAID
AMOUNT PAID: 28.00

M ATTEA & SONS INC
1509 CLINTON ST
BUFFALO , NY 14206

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
DISPLAY ASSEMBLY	1.00	28.00

EXPLANATION: DOR B2G1F 700046 / CAA

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Source: https://www.industrydocuments.ucsf.edu/docs/ksym0000